This listing of claims will replace all prior versions, and listings, of claims in the application.

Listing of Claims:

1. (Previously Presented) A computer-implemented method to register business directory listings and advertisements, comprising:

(a) providing a computer-based directory of business listings and advertisements, said directory being stored in a data store and comprising data organized as a tree having at least three levels of nodes, wherein a plurality of said nodes are representative of business categories, a plurality of said nodes are leaf level nodes, and a plurality of said nodes are business directory listings having standard industry codes (SIC) associated therewith, wherein only said leaf nodes map to said business directory listing nodes, wherein the business directory listings are child nodes of the leaf nodes and the business category nodes are parent nodes of the leaf nodes;

(b) accepting, from a client, via a network, at least one request to register a desired business listing and/or advertisement, said request indicating at least one of said business categories for association with said desired business listing; and

(c) storing said desired business listing and/or advertisement in said directory according to said node tree using at least one of said business categories.

2. (Original) The method recited in claim 1, wherein said business listings comprise data elements, said data elements indicative of various information relevant to a business.

3. (Original) The method recited in claim 1, wherein said business directory listings and advertisements reside in a data store having a plurality of tables that define the display of said business directory listings.

4. (Original) The method recited in claim 1, wherein said advertisements are stored according to predefined packages, said packages indicating the scope and extent for display.

5. (Previously Presented) A computer-readable medium bearing computer-readable instructions for instructing a computer to carry out the following steps:

(a) providing a computer-based directory of business listings and advertisements, said directory being stored in a data store and comprising data organized as a tree having at least three levels of nodes, wherein a plurality of said nodes are representative of business categories, a plurality of said nodes are leaf level nodes, and a plurality of said nodes are business directory listings having standard industry codes (SIC) associated therewith, wherein only said leaf nodes map to said business directory listing nodes, wherein the business directory listings are child nodes of the leaf nodes and the business category nodes are parent nodes of the leaf nodes;

(b) accepting, from a client, via a network, at least one request to register a desired business listing and/or advertisement, said request indicating at least one of said business categories for association with said desired business listing; and

(c) storing said desired business listing and/or advertisement in said directory according to said node tree using at least one of said business categories.

6. (Previously Presented) A system for the registration of business directory listings and advertisements comprising:

a registration engine, said registration engine having a set of adaptable instructions stored on a computer readable medium to procure and format business directory listing data in accordance to a predefined set of business categories, said business categories included in a business data taxonomy tree having at least three levels of nodes, the tree comprising business category nodes, leaf nodes, and business directory listing nodes having standard industry codes associated therewith, wherein the business directory listings nodes are child nodes of the leaf nodes, and the business category nodes are parent nodes of the leaf nodes, and wherein only the leaf nodes map to said business directory nodes; and

a business directory listing data store storing advertisements and said business directory listing data according to said business categories and cooperating with said registration engine to accept, maintain, and retrieve business directory listing data and advertisements for display;

wherein registration may be performed by specifying at least one of the business category nodes.

7. (Original) The system recited in claim 6, wherein said registration engine further cooperates with a computing application having a user interface to accept instructions for the manipulation and display of data.

8. (Original) The system recited in claim 7, wherein said user interface comprises a business directory listing registration interface allowing the inputting of business directory listing registration data.

9. (Original) The system recited in claim 8, wherein said registration engine determines the business categories to associate to said business listings according to category preference information provided by said cooperating computing application.

10. (Original) The system recited in claim 6, wherein said registration engine comprise a business directory listing server running a listing registration computing application and connected to the Internet.

11-19 (Canceled).

20. (Previously Presented) A system for the registration of business listings and advertisements comprising:

providing a directory of business listings and advertisements comprising a tree structure having at least three levels with nodes having labels representative of business categories, leaf level nodes, and business listing nodes having standard industry codes (SIC) associated therewith, wherein the business directory listings are child nodes of the leaf nodes and the business category nodes are parent nodes of the leaf nodes, wherein said leaf nodes map to said business listing nodes, and wherein said business directory registers and stores said business listings according to said tree structure;

a means for accepting at least one request to store a desired business listing and/or advertisement, said request indicating at least one of said business categories for association therewith; and

a means for storing said desired business listing and/or advertisement according to said at least one of said business categories and the tree structure.

21. (Previously Presented) The method recited in claim 1, further comprising the following steps for creating or updating an advertisement package to be associated with a business listing:

    displaying advertisement package descriptions and pricing information to a user;

    prompting the user to select desired parent and child advertisement packages;

    ascertaining a maximum number of lines to be allowed in the advertisement;

    prompting the user to input text lines for an advertisement; and

    prompting the user to select a background color for the advertisement.

22. (Previously Presented) The method recited in claim 21, further comprising prompting the user to enter e-mail address information.

23. (Previously Presented) The method recited in claim 21, further comprising receiving a logo file to act as a hyperlink to the user's content.

24. (Previously Presented) The method recited in claim 21, further comprising: determining that the advertisement package chosen contains a website; and prompting the user to input a uniform resource locator (URL) for the website.

25. (Previously Presented) The method recited in claim 21, further comprising: determining that the chosen advertisement package contains graphic image tiles, and prompting the user to select tile attributes for each of the tiles, and then prompting the user to load appropriate image files for the tiles.

26. (Previously Presented) The method recited in claim 21, further comprising determining that the chosen advertisement package contemplates tiles displayed according to

a national scope, and prompting the user to select a rotation scope, wherein said rotation scope defines a display frequency and one or more geographic areas.

27. (Previously Presented) The method recited in claim 21, further comprising that the chosen advertisement package contains a graphical image banner, and prompting the user to select graphical image banner attributes.